



ORDER

Flight Dates **10/16/12-10/30/12**

Contract / Revision **313473 /**

Original Date / Revision
09/30/12 10/30/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # **1331**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 44166

Competing Station	% of Order	Amount
CABLE	%	0
KASW	3%	1325
KDRX	%	0
KPHO	18%	7950
KPNX	18%	7950
KPPX	%	0
KSAZ	22%	9716
KTVK	27%	11925
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	4	\$2,975.00	\$3,500.00	0.00
November 2012	1	\$1,530.00	\$1,800.00	0.00
Totals	5	\$4,505.00	\$5,300.00	0.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	4	\$2,975.00	\$3,500.00	0.00	10/01/12	10/21/12	4	\$2,975.00	\$3,500.00
November 2012	1	\$1,530.00	\$1,800.00	0.00	10/29/12	10/30/12	1	\$1,530.00	\$1,800.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	KNXV	10/16/12	10/20/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	1	\$500.00	P-1	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -			1		\$500.00		0.00			
E 9	KNXV	10/16/12	10/19/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	2	\$900.00	P-2	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -			2		\$900.00		0.00			



KNXV

Print Date: 10/30/12

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Contract / Revision **313473** Flight Dates **10/16/12-10/30/12**

Hiatus Dates

Original Date / Revision 09/30/12/ 10/30/12

Order Sep 00:13:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1331**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KNXV	10/20/12	10/20/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$600.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	10/15/12-10/21/12		Sa 4pm/5pm News		4-430p/5-530p	-----Sa-	:30		(\$600.00)		0.00	NM		
See MG 14.3 [Sports Late-Run]															
E 13	KNXV	10/16/12	10/19/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-TWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	1		\$1,200.00		0.00						
E 14	KNXV	10/21/12	10/21/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	10/15/12-10/21/12		SU 10-1035pm		10pm-1035pm	-----Su	:30		(\$1,200.00)		0.00	NM		
See MG 14.3 [Late Order / Finalized Log]															
3	KNXV	10/30/12-10/30/12		M-F 630pm-7pm		630pm-7pm	-T-----	:30		\$1,800.00		0.00	NM		
Ⓜ MG for 11.2,14.2															
														Totals	5 \$5,300.00

*Tax 1 Note: Tax 0.5%.

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